ONLINE ANALYTICS MANAGER

ECOMMERCE

Job Number: **17355**
Location: **Acton Support Centre (123)**
Contract: **Full Time / Permanent**

DESCRIPTION

**Online UX, Optimisation, Analytics & Insight Manager**

The Online Analytics & Insight Manager for User Experience & Optimisation has a wide remit. Their main responsibilities involve managing a team of analysts and developers, leading the team in supporting the Head of User Experience and their teams in understanding the impact of the changes to digital, multichannel experience, from both a financial and customer experience perspective. You will be providing answers to questions around user behaviour on and commercial performance of the currys.co.uk, pcworld.co.uk and carphonewarehouse.com eCommerce sites.

**Key Responsibilities**

You will primarily support three teams:

1. UX managers who design and release incremental enhancement features to the three sites, such as new recommendation modules on pages
2. Project managers who deliver large proposition changes to the digital experience, such as new fulfilment methods
3. An optimisation team who experiment iteratively to solve problems or test new experiences, such as radical changes to site navigation

You will support the teams by ensuring that each activity is measured and deeply understood quantitatively and qualitatively, to give a rounded view of performance against success criteria and targets that are set. You will manage a team of analysts that will perform the analysis, and developers and agencies that create and manage the analytics data necessary to do the analysis.
• Analyse data within Adobe Analytics, Decibel, Google Analytics, web survey, and other application monitoring tools to provide actionable insights and recommendations

• Manage and develop a team of analysts and developers

• Build relationships with stakeholders to understand current needs, anticipate future needs and create plans to deliver them

• Interpret business requirements into analytics requirements and KPIs

• Decide how to best to deliver against analytics requirements, acquiring, implementing and managing the necessary toolset

• Ensure the financial performance of any new features and experiences implemented are measured and communicated

• Ensure that changes in user behaviour by introduced features are deeply understood, uncovering problems and opportunities, which are then driven back into teams to take action upon

Key skills & experience required

• Experience managing both line reports and stakeholders

• Experience leading a team to deliver a plan of objectives

• Experience creating, analysing and communicating quantitative and qualitative data as meaningful, actionable insights

• Excellent interpersonal skills and impactful communication skills

• Ability to simplify complex concepts and communicate to non-experts

• An inquisitive and curious mind that loves problem solving, identifying cause and effect and delivering practical solutions

• Excellent attention to detail, both in analysis and in communication

• Desirable experience: Adobe Analytics, Google Analytics, Adobe Target, Adobe DTM or any tag management system, Agile/Scrum

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